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ADSUM Aspen 2016 Speakers – ADSUM



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Regulatory Activities and Compliance Best Practices



Bjarte Rene

*Chief Executive Officer,
Private Label
Nutraceuticals*

Bjarte Rene is the CEO of Private Label Nutraceuticals. Bjarte has over 20 years of experience manufacturing and wholesaling nutraceuticals for retail and direct response marketing companies. Bjarte's companies have sold tens of millions of dollars in nutraceuticals for some of the largest specialty retailers in the world.



Ari Rothman

*Attorney,
Venable LLP*

Ari Rothman's nationwide practice focuses on all legal facets of Internet and mobile marketing, telemarketing, and payment processing. He represents advertisers, affiliate networks, publishers, advertising agencies, payment processors, ISOs and others in contract negotiations, compliance matters, federal and state government investigations including before the Federal Trade Commission and state attorney generals, and other private litigation.



Jacob Bennett

*VP, Risk & Underwriting,
National Merchants
Association*

A leader in the payments industry, Mr. Bennett is a member of the Merchant Acquirer's Committee (MAC), the Electronic Transactions Association (ETA) Professional Development Committee, and is an ETA Certified Payments Professional™. He has more than 10 years of bankcard industry experience.



Peter Nguyen

*CEO & Founder,
Ad Exchange Group*

Peter Nguyen is currently the CEO and Founder of Ad Exchange Group. He has also the Co-Founder of Push Innovation, Push Innovation Live, and Chargeback360. He has been an advertiser who has launched dozens of campaigns for almost a decade. Peter also wrote the curriculum at Accelerated Ventures, the highest-rated course at Baylor University.

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Using Reporting and Analytics to Measure Affiliates, Reduce Fraud, Build Successful Campaigns



Rick Del Rio

Founder & Owner, LimeLight CRM

As the sole founder and owner of Lime Light CRM, Rick created a technology that would change the way commerce is done on the Internet and revolutionize the Direct Response industry. Today his CRM technology platform, which generates annually approved revenue in excess of \$2B, dominates the industry with 80% of market share and over 80mm+ transactions annually. He recently sold Lime Light CRM to a San Francisco-based technology company, marking one of his greatest accomplishments.



Laura Miller

Vice President of Business Development, Clickbooth

Laura Miller, Vice President of Business Development, has been with Clickbooth since 2006 and was originally hired as an Advertising Account Executive and quickly promoted to Sr. Advertising Executive. In less than a year, she became the Director of Advertising and oversaw the entire Advertising Department. In 2010, she moved home to Cincinnati, Ohio and back into a client management position. This was a welcomed change, since she is most passionate about working directly with clients and enabling them to grow through Clickbooth's premium and exclusive traffic sources.



Venkata Janga

Co-Founder, Chargeback360

Venkata Janga(VJ) is Co-Founder of Chargeback360, a leader in chargeback prevention, re-presentment and risk mitigation services using data driven techniques. Prior to establishing Chargeback360, VJ built and managed over \$100M profitable direct response marketing campaigns in high and low risk merchant portfolios. Using his prior experience on wall street he built predictive financial and risk models that direct response advertisers use today.



Walter Long

Sr. VP of Business Development, RevGuard

Walter Long is the Sr. VP of Business Development at RevGuard, a SaaS company that created a patented software that applies A/B split-testing to existing customer interactions. This software called Optimized Customer Outcome™ is guaranteed to increase Customer Lifetime Value (CLV), lower costs and reduce chargebacks for continuity and subscription advertisers.

Conversions and Optimization Hacks



Drew Puchalski

Matthew
Martorano

Nick Cuttonaro

Shahin
Rothermel

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*Chief Operating Officer,
Ad Exchange Group*

Drew Puchalski is the Chief Operating Officer for Ad Exchange Group, a leader in data-driven performance marketing. Responsible for driving AdEx's operational strategy and execution, he also oversees the company's design team and optimization culture. Drew's background is in the entertainment industry where he held management roles at DreamWorks Animation and Universal Pictures before co-founding the commercial agency, STADIUM.

*CEO & Founder,
Konnektive CRM*

Matthew has a proven executive management track record and over 20 years of experience driving sales growth in the technology industry. Prior to launching Konnektive CRM, Matthew owned and operated a large product company, driving thousands of sales into his 150 seat call center and to his online offers. He built several brands, which he sold through radio, print and online affiliate advertising. After selling the product and call center company, he took the homegrown technology and built Konnektive CRM.

*Founder & President,
The Link Builders*

Mr. Cuttonaro founded Microsite Masters, a search engine analytics company and Arctic Hosting, a hosting company tailored to servicing the SEO industry. Successful exits were made from both ventures in 2014 which enabled the rapid growth of The Link Builders over the last few years.

*Attorney,
Venable LLP*

Shahin Rothermel is an attorney in Venable's advertising and practice group. Shahin routinely advises clients on compliance with federal and state laws associated with advertising across a wide array of verticals and all channels of marketing, including online continuity and subscription offers. She has successfully defended clients before the Federal Trade Commission, National Advertising Division of the Better Business Bureau, Electronic Retailing Self-Regulatory Program, Children's Advertising Review Unit, and state attorneys general and

Subscription Campaign Finance



Mary
Calderwood

*Chief Financial Officer,
Halo River Management*

Mary Calderwood has over 20 years of operational involvement in retail financial operations. Her experience includes, reconciling over \$16 billion in revenue through all distribution channels for one of the largest specialty retailers in the world. In addition to reconciling funds coming in to the company she also managed the distribution of over \$7 billion in



Alexis King

*Director of Partner
Relations,
National Merchants
Association*

Alexis King is the director of Partner Relations at National Merchants Association, serving as the main liaison between the company and its independent agent partners. She is instrumental in building relationships with the agent partners and implementing programs that will help them achieve their goals of helping



Bruce Malott

*Founder,
O2 CPA Consulting Group*

Bruce F. Malott, CPA, CFF, is the founder and managing principal of O2 CPA Consulting Group. O2 CPA is a boutique consulting and tax firm that specializes in helping small businesses navigate complex tax, funding, and profitability issues, as well as helping individuals achieve their personal financial goals. Beyond tax advice and business consulting, Bruce is a nationally recognized



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domestic and international payments.

businesses reduce credit card processing fees.

forensic accounting expert with experience in testifying in over 100 cases.

predictive financial and risk models that direct response advertisers use today.

Domestic vs International Processing and Fulfillment



Heather Petersen

CEO & Founder, National Merchants Association

Founded in 2004, Ms. Petersen's efforts have led National Merchants Association to become a recognized leader in payment processing services for all risk levels. Under her direction, National Merchants Association also serves as an advocacy group for credit card processing, working on behalf of businesses to eliminate the unnecessary and unreasonable fees associated with accepting electronic transactions.



Rick Nelson

Founder & Owner, The Fulfillment Lab

Rick's experiences and observations of the logistics and fulfillment as an Operations Manager at Florida Central Binder highlighted the need for infrastructure with faster communication, better inventory management, and an accessible real-time dashboard. He's also adept at overhauling training practices, development, and payroll methods to maximize profitability. Rick credits the rapid expansion of The Fulfillment Lab to the establishment of a scalable, replicable model on the macro level and an unrelenting customer focus on the micro level.



Mark Standfield

President, Midigator

Over the last decade Mark has worked in the CNP space with Chargeback Guardian and Ethoca creating and offering solutions to help prevent chargebacks and reduce friendly fraud. In Dec 2015, Mark joined Midigator, to continue the fight against chargebacks by providing real-time analytics, reporting, and automation in one technology platform.



Ross Tembly

Principal, Concept Payments

Ross has been entrenched in the world of payment technologies for over a decade and has been working in other facets of the online world since before learning to walk. Subscribing to a personal and professional mantra of generosity and respect he works tirelessly for the advancement of people around him and takes great pleasure in aiding their success.

Advertiser – Ask Me Anything (Advertisers Only)



Lucas Siegel



Michael Lovitch



Nathan Hopkins



Nate Lind

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*CEO & Co-Founder,
AlternaScript*

In 2013, Lucas co-founded AlternaScript, a direct to consumer, direct response, e-commerce company that leverages algorithms and data science to deliver personalized consumer experiences.

AlternaScript's mission is to help healthy people stay healthy and empower them to take control of their lives through adaptive, personalized care. They create premium lifestyle products with the most powerful, scientifically studied ingredients on the planet.

*Founder,
The Baby Bathwater
Institute*

Michael Lovitch is a former special education teacher turned entrepreneur. After creating some smaller companies, he created RealDose Nutrition which ended up in the mid 8-figure range. He has never done CPA style offers, but instead has focused on straight to sale while providing great products and customer service to increase lifetime value. To him it is more about retention than acquisition. After exiting RealDose, Michael now throws events for nutty entrepreneurs with new company: The Baby Bathwater Institute

*BioTRUST Nutrition,
Vice President of Business
Development*

Currently the VP of Business Development, previously VP of Marketing. On the road to BioTrust, Nathan launched his first ebook offer out of his college apartment in 2001 on 'how to fund pilot training' based on his experiences as a licensed pilot. Post graduation he managed, and help re-build a Fortune 500 outside sales organization. Consulted and created breakthrough growth in Fortune 100 energy companies and then transitioned back to being full time online in 2005. He Co-founded two different online startups from the ground floor and grew to \$25+ million in annual revenue. In 2012 joined senior management team at BioTrust Nutrition, playing a major role in scaling company from 40 people to 300+ employees and \$100+ million annual revenue in less than 3 years. (Faster than any supplement company ever and the current largest US based ecommerce nutrition brand)

*ADSUM Founder,
ADSUM*

Nate Lind is a managing member of HaloRiver and the founder of ADSUM, the first conference of its kind designed specifically for Performance Marketing advertisers. Nate's background as an entrepreneur taught him how to navigate networking without a safety belt. He translates that experience into a passion for facilitating connections and providing an opportunity for networking and education to online advertisers/owners of consumer products. As a managing member of HaloRiver, he has helped generate millions in revenue for clients selling health and beauty products online and around the world.

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